

Strengthening the Organization of Maine's Value-Added Farm Producers

Final Report

For
Grant # 12-25-G-0357
USDA-FSMIP

Submitted by:
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Outline of the Issue or Problem

There is a growing segment of Maine's agricultural community that is becoming involved in farm based value adding. There is no empirical data to provide direction to public or private sector agencies who are trying to develop programs to best assist the agricultural community in continuing to grow their businesses. This shortfall has been recognized throughout Maine's agricultural network from the University of Maine to the Agricultural Council of Maine (AGCOM), made up of over 40 state organizations. The first major goal of AGCOM's strategic plan is 'to increase market opportunities for Maine agricultural products. The first steps in achieving this goal are the elements of this project.

- 1) To survey the size, extent and need of the value-added processed food products sector in Maine, both of small farmer-owned, and those specialty food companies that utilize Maine ingredients.
- 2) To increase the profitability of small, farm-based value-added food producers and processor in Maine.

Project Approach

The project worked to achieve these goals by completing a needs assessment survey of farm base, and small food processors in Maine. It also worked to incorporate the survey results into the Gourmet and Specialty Food producers strategic plan, along with creating a comprehensive database of value-added food producers and processors in Maine.

The project also worked to increase the visibility of small farm and specialty food producers to wholesale and retail markets. It increased the business experience for small farm and specialty food producers through educational events. It worked to improve connections between buyers and sellers of Maine grown ingredients.

Contributions of public or private agency cooperators

The University of Maine conducted a comprehensive survey of Maine food processors. The Maine Gourmet and Specialty Food producers worked to provide educational programs and opportunities for Maine specialty food producers and also orchestrated venues for the producers to interact with suppliers and wholesale and retail customers. The Heart of Maine Resource Conservation and Development provided the bulk of the

work items under this project. They collaborated with the staff of the Northeast Center for Food Entrepreneurship (NECFE) at Cornell University on the educational elements of the program. They also worked with the staff of Giraffe Events to promote networking for Maine producers and wholesale buyers at the New England Products Trade Show. The Maine Department of Agriculture oversaw the project and coordinated the efforts of all the partners.

Results and Conclusions

Goal # 1: To survey the size, extent and needs of the value-added/processed food products sector in Maine, including small, farmer-owned and those specialty food companies that utilize Maine ingredients. There were three objectives identified to achieve this goal. .

1) Complete a survey of farm based and small food processors in Maine

Two surveys were completed as part of this project. The University of Maine conducted a survey of food processors to determine current industry status, research, testing and processing needs required for the enhancement of product development efforts. The survey included questions on company structure, product information, ingredients, production, business development, marketing, education and training and computer assessments. (see ATTACHMENT A) The second survey was developed to find out how the statewide Association could better serve the needs of food processors in Maine.(see ATTACHMENT B)

2) Incorporate survey results into the Maine Gourmet and Specialty Food Producers Association's strategic plan.

The Heart of Maine RC & D worked with the Maine Gourmet and Specialty Food Producers Executive Committee to incorporate survey results into their strategic plan. The plan shows how the association will meet the business, marketing and educational needs of Maine's small value-added food processors. (see ATTACHMENT C)

3) Create a comprehensive database of value-added food producers and processors in Maine.

Heart of Maine RC&D began with an Excel spreadsheet of approximately 3,400 names of farmers and food processors that had been narrowed down from the Maine Department of Agriculture's list of 17,000 names from numerous databases. The

spreadsheet included farmer name, farm or business name, address and phone number. The list was updated using several sources of farmers doing value-added food products and food processors. Wherever possible, email addresses were added.

Heart of. Maine used the Town Publication, "2003 Maine Manufacturing Directory" to expand the database of value-added producers and food processors. Records can be sorted by name, business, town or county. A list of MGSFP members was generated and a map was created showing where the membership is located. (see ATTACHMENT D)

The list was used to mail brochures for the educational event at the Agricultural Trades Show. All brochures that came back as undeliverable were updated in the database.

Goal # 2: To increase the profitability of small, farm-based value-added food producers and processors in Maine. There were three objectives identified to achieve this goal.

1) Increase the visibility of small farm and specialty food producers to wholesale and retail markets.

The Maine Gourmet and Specialty Food producers sponsored a reception for wholesale buyers and food processors exhibiting at the New England Products Trade Show on March 10, 2003. In late June several of the cooperators in this project coordinated the Second Annual Maine Food Festival in Freeport. Seventeen specialty food producers exhibited at this festival which provided a unique opportunity for value added food producers to showcase and sell their products. Heart of Maine canvassed the businesses that participated in the event and found that it was a great opportunity for them to gain exposure for their products and possibly increase future sales.

Using pictures from the Food Festival and other events, Heart of Maine created a display for MGSFP, showcasing value-added food businesses and their products. The display can be used at trade shows and will enable the Association to feature its members and their products.

A flyer listing the benefits of the association was created, printed and distributed at the Food Festival. In addition, a glossy, color pocket-folder was designed and printed using the MGSFP logo and mission statement. Heart of Maine worked with MGSFP to update

and add functionality to its web site. It is searchable and can be used by members or non-members (www.mainefoods.org). People can log-on to post messages, questions and events.

2) Increase business experience for small farm and specialty food producers through educational events.

Heart of Maine RC&D and the Maine Gourmet & Specialty Food Producers collaborated with staff at the Northeast Center for Food Entrepreneurship (NECFE) at Cornell University to offer an educational workshop called "From Recipe to Market" at the Maine Agricultural Trades Show on January 16, 2003. A brochure was developed (see attached) and mailed to 3,500 farmers and food processors across the state. There were 42 farmers and food processors who attended this all-day workshop, which was addressed the critical issues that need to be considered before launching a full-scale food manufacturing business (see ATTACHMENT E). There was an opportunity to network with other specialty food producers and connect with local and regional resources. Each participant received a three-ring binder of information on food processing relating to market research, product development, packaging/labeling, marketing, trade marking, pricing, food safety and sanitation. The binder also includes a self inspection for small food processors and a selection of web resources. In addition, each participant received a copy of the NECFE publication called "Small Scale Food Entrepreneurship: A Technical Guide for Food Ventures" and an Agriculture Resource Directory (hard copy and CD) from the Maine Department of Agriculture.

Heart of Maine RC&D and the Maine Gourmet & Specialty Food Producers also collaborated with staff at the Northeast Center for Food Entrepreneurship (NECFE) at Cornell University to offer an educational workshop called "The Nitty Gritty Details of Selling" in two separate locations. A brochure was developed (see attached "June Events" brochure) to promote the events and mailed to 3,000 value-added producers and processors. The Bangor event was canceled due to low enrollment. The Portland event was held on June 13th at the International Trade Center located on Congress Street. There were 14 people who attended this all day workshop, which focused on product placement, selling to restaurants, chain stores, gourmet food stores and gift shops and tips on trade shows, corporate sales and pricing (see attached participant list and power point hand outs). The workshop provided an opportunity to

network with other specialty food producers and connect with local, regional and international resources.

3) Improve connections between buyers and sellers of Maine grown ingredients.

A representative from Farm Fresh Connections addressed the "Recipe to Market" attendees at the Agricultural Trades Show. He spoke to them about the need for Maine grown produce to supply colleges like Bowdoin and Bates that are requesting locally grown food.

Heart of Maine RC&D designed a short questionnaire and included it in the brochure for "Recipe to Market," which was mailed to 3,500 farmers and food processors all over the State. The questions were designed to gauge the interest in doing business locally (i.e. growing more produce for sale to processors or buying local produce for processing). (see ATTACHMENT F).

Current and Future Benefits

This project has produced a comprehensive research document that identifies the state of the food processing industry in Maine and outlines the needs of those businesses that are involved in this ever increasing segment of Maine's agricultural community. This data can now be used by both public and private agencies in developing their programs to assist and support these small businesses. The work with the Maine Gourmet and Specialty Food producers will continue to enhance their efforts to provide both technical and educational support to their members and to further grow the organization by offering benefits that have been identified as being essential to successfully doing business in Maine.

The producer to buyer and consumer connections that have been fostered through this program will continue to prove invaluable as these businesses continue to grow and thrive. The various segments of the industry are now communicating about the role that each of them can play in the continued development of the food processing industry in Maine that will help further our economic growth.

ATTACHMENT A

University of Maine Industry Needs Assessment

HIGHLIGHTS

- 49% of the businesses surveyed have been in business less than 10 years with 10% having been in business less than 1 year.
- Half of the respondents are full time businesses
- 60% have two or less employees
- 20% of the companies produce condiments, sauces and syrups
- 31% grow their own ingredients
- 46% of the companies buy 10% or less of their total ingredients from Maine
- 36% of the companies buy 90% or more of their total ingredients from Maine
- 80% indicated that 'quality of product' is the #1 factor influencing their choice of supplier
- 46% are not producing as much as they want with lack of capital and being under equipped cited as the top two contributing factors.
- 90% do not have any of their products produced by other and 22% would be interested in a 'Shared Use' facility.
- Gross sales of less than \$50,000 were reported by 54% of the companies.
- Over 80% reported growth in average gross sales over the last three years that ranged from negative growth to 33% growth. 50% projected 2003 gross sales would grow up to 5%.
- 27% felt that markets were the major factor that contributed to a change in their business growth.
- In order to strengthen business activities respondents stated they would allocate time and resources in the future to new markets and promotion.
- Only 18% of businesses surveyed have a written marketing plan.
- An average of 6% of their total budget is allocated to advertising
- 53% of the advertising is local

- 46% of the companies export products outside Maine though 44% of companies sell more than 80% of their products in Maine
- Respondents would like training or assistance in materials sourcing and marketing.
- They would like to receive up to date information or workshops on new equipment and new markets.

ATTACHMENT B

Maine Gourmet & Specialty Food Producers Survey Highlights

BUSINESS NEEDS

When asked to choose the five areas in which MG&SFP could be of greater help, respondents chose:

1. Marketing their products
2. Shipping/distribution
3. Networking Opportunities
4. Production/processing
5. Finding additional suppliers, resources, materials

EDUCATIONAL NEEDS

- * 18 of 24 respondents said that it was important for MGSFP to sponsor workshops that would enhance their businesses
- * 12 of 24 have attended a workshop offered by MGSFP
- * 10 of those said that it was helpful or contributed to the success of their businesses; only one said no
- * 17 of 24 said they would participate in future workshops; only 1 said no

When asked to choose the five areas that MGSFP could be of greater help in terms of providing education, respondents chose:

1. Marketing and identifying niche markets
2. Sourcing packaging and labeling materials
3. Broker/distributor relations
4. Web site marketing
5. Food safety and regulations

MARKETING NEEDS

- * 13 respondents use MGSFP web site to market their products
 - * 8 respondents said that the MGSFP web site was a good marketing source for their businesses
 - * 10 were unsure if the MGSFP web site was a good marketing source for their businesses

When asked to choose the top five areas in which MGSFP could be of greater help in terms of marketing their products, respondents chose:

1. Advertising regionally
2. Advertising nationally
3. Advertising locally
4. Trade shows
5. Web site design and marketing

When asked to choose the top five outlets for advertising MGSFP, respondents chose:

1. MGSFP web site
2. Regional newspapers
3. Magazines
4. Internet
5. Radio

ATTACHMENT C

Strategic Plan – Maine Gourmet & Specialty Food Producers

“Maine...where fine food is a way of life.”

Mission	MG&SFP is dedicated to expanding the legacy of producing fine Maine foods by providing education and opportunities for profitable business growth.		
GOAL	INTENT	OBJECTIVES & ACTION ITEMS	OUTCOME
Create a Vibrant Organization	Promote strong business relationships and trust by improving communication, networking, mentoring and collaboration among members.	<p>Establish and maintain organizational integrity:</p> <ul style="list-style-type: none"> ♦ Complete an application for non-profit status and state incorporation ♦ Examine bylaws, revise if necessary ♦ Have quarterly Executive Committee meetings ♦ Work with service providers to submit at least one grant per year ♦ Collaborate with service providers and/or other non-profits to explore the feasibility of sharing administrative staff <p>Improve communication among members:</p> <ul style="list-style-type: none"> ♦ Create opportunities for members to network ♦ Create a brochure for the Association, listing benefits, resources and educational events ♦ Creating a quarterly newsletter 	<ul style="list-style-type: none"> ♦ \$15,000 - \$40,000 in grants the first year ♦ active and increased membership base ♦ 4 quarterly newsletters
Aggressively Promote and Market the Organization, its Members and their Products	<i>Increase consumer and industry awareness of products produced by MG&SFP members while enhancing the organization's value to members.</i>	<p>Increase visibility of member products:</p> <ul style="list-style-type: none"> ♦ Showcase member products on MGSFP web site ♦ Market products and organization locally, regionally and nationally ♦ Create opportunities for members to display products at trade shows, tourist centers, kiosks and fairs 	<ul style="list-style-type: none"> ♦ product recognition increases for consumers and wholesale ♦ membership increases
Expand Member Benefits	Provide benefits to members in order to help them reduce costs and increase sales.	<p>Create opportunities for members to improve success of their businesses:</p> <ul style="list-style-type: none"> ♦ Offer 2 educational events per year (spring and fall) featuring information on: marketing products, shipping and distribution, production and processing and suppliers, resources and materials ♦ Hold regional networking and/or business-to-business site visits to promote networking and collaborative learning ♦ Continually improve functionality of web site ♦ Research e-commerce opportunities 	<ul style="list-style-type: none"> ♦ enhanced web site capabilities for association and members ♦ workshops are offered and well attended ♦ member profitability and bottom lines increase

ATTACHMENT D

Apple Acres Farm	Clifford & Christina Andrews	24 Bennett Rd	New Gloucester	ME	04260
Atlantic Game Meats	Johanna & Steven Corman	20 Shotgun Gulch	Hiram	ME	04041
Bald Mountain Maple	David McGlinchey	PO Box 84	Hampden	ME	04444
Bar Harbor Jam Co	Perry Crates/Deborah Meehan	555 Commercial St	Rockport	ME	04856
Benbow's Coffee Roasters	Robert Rechholtz	59 Cottage St	Bar Harbor	ME	04609
Berrywood Farms	Ron Greenberg	99 Main St	Bar Harbor	ME	04609
Blue Sky Farm	Kim & Scott Mincher	16 Berry Rd	Scarborough	ME	04074
Blueberry Bliss	Ellie MacDougall	PO Box 1178	Wells	ME	04090
Bonney Farms Maple Products	Betty Maker	RR 1 Box 158	Jonesboro	ME	04648
Borealis Breads	Lolisa Bonney	63 Bonney Rd	Canton	ME	04221
Bouchard Family Farm	Jim Amaral	707 West Alna Rd	Alna	ME	04535
Bradshaw's Cranberry Farm	Rita Bouchard	RR 2 Box 2690	Ft Kent	ME	04743
Carpe Diem Coffee Roasting Co.	Nan & Deane Bradshaw	RR 1 Box 92A	Dennysville	ME	04628
Carrabasett Coffee Company	Jane McLaughlin	PO Box 547	North Berwick	ME	03906
Common Folk Farm, Inc.	Tom Hildreth	PO Box 197	Kingfield	ME	04947
Cookies Direct	Betsey & Dale Golon	PO Box 1479	Naples	ME	04055
Dept of Food Science & Nutrition	Debbie Godowsky	330 Main St	Yarmouth	ME	04096
Dole Pond Maple Products	Al Bushway	5736 Holmes Hall	Orono	ME	04469
Ducktrap River Fish Farm	Jean-Claude Pare	PO Box 841	Jackman	ME	04945
Fancy Fare Distributors	Eric Rector	57 Little River Drive	Belfast	ME	04915
	Sarah & Jeff Johnson	19-4 Freedom Park, Suite 3	Bangor	ME	04401
	Fiddler's Green Farms	PO Box 254	Belfast	ME	04915
Flyway Farm, Inc.	Pat Demos	PO Box 420	Corinna	ME	04927
Guzman's Peach Salsa	Roy J. Guzman	895 Broadway	So Portland	ME	04106
Gypsy Wind Productions	Jean Meike, Judith Bragar	PO Box 493	So Freeport	ME	04078
Halls Farms Maple Products	Tina & Rodney Hall	PO Box 72	East Dixfield	ME	04227
Hancock Gourmet Lobster Co.	Cal Hancock	14 Industrial Pkwy	Brunswick	ME	04011
Hattie's Lobster Stew	Harriet A Schmidt	PO Box 407	Hallowell	ME	04347
Haven's Candies	Andy Charles	87 County Road	Westbrook	ME	04092
HomeStyle Foods	Ron & Rachelle E Blais	PO Box 243	Gray	ME	04039
Hy-Voltage Foods, LLC	Jean Hylan/Gretchen Volenik	PO Box 58	Brooklin	ME	04616
Jack's Gourmet Pickles & Relishes	Laurie & Johnny Kelley	16 Sled Run Road	No Yarmouth	ME	04097
Jenny's Chickens	Jennie Campbell	PO Box 6218	Cape Elizabeth	ME	04107
Jyang-Lee Kitchens	Fred & Angela Fagin	57 Fox Farm Lane	Whitefield	ME	04353
Kate's Homemade Butter, Inc	Daniel J Patry	PO Box 79	Old Orchard Beach	ME	04064
Katie's on the Cove	Lea & Joseph Sullivan	US 1 Box 237, Mill Co	Robbinston	ME	04671
Kennebec Hand Dipped Chocolates	David & Jennifer Rollins	10 Madison Ave	Skowhegan	ME	04976
Kernel Bob's Kettle Corn	Bob Gowell/Bunny Nelson	PO Box 905	Westbrook	ME	04098
Kiss Me Kate's Gourmet Foods	Kate Cone	5 Winter St	Topsham	ME	04086
LeBlanc's Food Enterprises	Patty LeBlanc	500 Center Dr	Presque Isle	ME	04769
A.M. Look Canning Company	Donald Look	HC 74 Box 165	Whiting	ME	04691
Loon Country Inc	Greg Cyr	PO Box 426	Ashland	ME	04732
Mabe's Kitchen	Mabel MacLean	442 Old Portland Rd	Brunswick	ME	04011
Madore Quality Foods	Todd Madore	PO Box 804	Windham	ME	04062

Maine Dept of Agriculture	Deanne Herman	State House Station 28	Augusta	ME	04333
Me Dept of Ag, Food & Rural Res.	Jane Aiudi	State House Station 28	Augusta	ME	04333
Me Dept of Ag, Mark. & Prod. Dev.	Mary Ellen Johnston	State House Station 28	Augusta	ME	04333
Maine Goodies	George Stone	PO Box 288	Albion	ME	04910
Maine Harvest, A	Barry Wight	PO Box 6698	Portland	ME	04103
Maine Label & Printing	Tim & Suzanne Greer	141 Whites Bridge Rd	Standish	ME	04084
	Maine Made Munchies	24 Bennett Rd	New Gloucester	ME	04260
Maine Maple Products, Inc.	Don Yeaton/Eric Ellis	RR2 Box 3393	Madison	ME	04950
Maine's Own Treats	Andrew Gauvin	RR1 Box 16A	Ellsworth	ME	04605
Maria Von Magnus Catering	Maria Von Magnus/Skip Collins	PO Box 279	Woolwich	ME	04579
Mary's Candy Shop	Roger P. Allen	238 Main St	Lewiston	ME	04240
McMillen's Gourmet Foods	Deborah J McMillen	PO Box 63	Eliot	ME	03903
Me Products Marketing	Glory Ann Pennington	59 State House Sta	Augusta	ME	04333
Me SBDC	Charles F Davis	USM Box 9300, 96 Falmouth Street	Portland	ME	04104
		RR 3 Box 6630	Fayette	ME	04349
Moose Hill Herbs	Joseph Young	168 Payson Rd	Union	ME	04862
Morgan's Mills	Richard Morgan	110 Woodville Rd	Falmouth	ME	04105
Mother's Mountain Mustard	Carol Tanner & Dennis Proctor	RR1 Box 474A	Deer Isle	ME	04627
Nervous Nellis's Jams & Jellies	Peter Beerits/Anne Greacen	PO Box 721	Mt Desert	ME	04660
Never Enough Thyme	Kate Huntress	61 Standpipe Rd	Damariscotta	ME	04543
Oyster Creek Mushroom Co	Dan & Candice Heydon	20 Ross Rd	Scarborough	ME	04074
Pine Point Seafood	Michael Thurlow	PO Box 364	Hancock	ME	04640
Pine Tree Candies	Helen Meyer	PO Box 461	Bar Harbor	ME	04609
Porcupine Island Co	Bambi Mohr	43 Robinhood Dr	Brewer	ME	04412
Poseidon Seafoods, Inc	Bohdan Slabyj	PO Box 2	Eastport	ME	04631
Raye's Mustard Mill	Nancy Raye	1 Summit Terrace	Falmouth	ME	04105
Reid Graphics	David D Hall	16 James Street	Brunswick	ME	04011
Simply Cookies	Marie T. Dufresne	HC 33 Box 1469A	Portland	ME	04103
Robinhood Free Meeting House	Deborah Fowles	36 Middle St	Skowhegan	ME	04976
Smith's Maple Products	Bob & Scott Smith	PO Box 68	W Rockport	ME	04865
Spruce Mountain Blueberries	Molly Sholes	PO Box 174	Bremen	ME	04551
Stache Foods	Sarah & Jeff Johnson	RR2 Box 236	Milo	ME	04463
Stanchfield Farms	Wilma Stanchfield	461 Commercial St	Rockport	ME	04856
State of Maine Cheese Co	Cathe Morrill	469 US Route One	York	ME	03909
Stonewall Kitchen	Jonathan King	RR 1 Box 4051	Surry	ME	04684
Sweet Pea Gardens	Susan Keating	185 Main St	Ellsworth	ME	04605
The Mex	Sandra Wardwell	5710 Bio-Resource Bldg	Orono	ME	04469
UMaine, Food Engineer	Darrell Donahue	707 Shaker Rd	New Gloucester	ME	04260
United Society of Shakers, Herb De.	Leonard Brooks	229 Bomarc Rd	Bangor	ME	04401
W.A. Bean & Sons, Inc	Elizabeth Bean Trommer	PO Box 31	Jonesboro	ME	04648
Weownit Cranberry Co	Nancy Holmes	RR 1 Box 3000	Jonesport	ME	04649
Wilchelle Herb Kitchen	Michelle Fitch	11 Independence Dr	Freeport	ME	04032
Wilbur's of Maine	Tom and Catherine Carty Wilbur	217 Read St	Portland	ME	04103
X-Cafe LLC	Cathy Kalenian				

ATTACHMENT E

Recipe to Market Program

January 16, 2003

10:00 – 10:15	Introduction What is an entrepreneur <i>Susan Callahan</i>
10:15 – 10:45	Market Research & Understanding the Food Industry in 2002: The key to success <i>Susan Callahan</i>
10:45 – 11:15	Product & Process Development <i>Brian Norder</i>
11:15 – 11:30	Packaging and Labeling <i>Brian Norder</i>
11:30 – 11:45	Marketing Your Product <i>Susan Callahan</i>
11:45 – 12:00	Introductions of the group and their products or product ideas
12:00 – 1:00	Lunch
1:00 – 1:30	Trademark Law <i>Elizabeth Adams, Esq.</i>
1:30 – 2:15	Business Structure <i>Brian Norder</i>
2:15 – 2:45	Pricing and Cost Analysis <i>Brian Norder</i>
2:45 – 3:00	Break
3:00 – 3:30	Food Safety and Sanitation <i>Cecilia Golnazarian</i>
3:30 – 4:00	Closing and Evaluation Forms

ATTACHMENT F

Recipe To Market

Registration Form

(207) 368-4433 Fax: 368-5954

Last Name _____

First Name _____

Farm or Company Name _____

Address _____

City/state/zip _____

Day Phone _____

E-mail Address _____

I give permission to MG&SFP and NECFE to use
any photographs taken of me during the workshop:
Y/N

MG&SFP Members: \$25

Non-members: \$50

Fee includes lunch and training materials. Please
make checks payable to Heart of
Maine RC&D.

**Submit form and fee
by Jan. 8th to:**

Heart of
Maine RC&D
P.O. Box
370
Newport,
Me. 04953

Heart of Maine RC&D
P.O. Box 370
Newport, Me. 04953

Maine Gourmet &
Specialty Food
Producers

In partnership with
The Northeast Center for
Food Entrepreneurship

Present:

From Recipe To Market

*Launching and Growing a
Specialty Food Business*

January 16, 2003

9:00 am to 4:00pm


Kennebec Room
Augusta Civic Center

Are you wondering if you're ready to bring your recipe to market?

If you are thinking about launching a specialty food business, then *this workshop is for you!*

This one-day workshop will help you lay a strong foundation for building a successful food-processing venture. Presenters from the Northeast Center for Food Entrepreneurship at Cornell University will address critical issues that you should consider before launching a full-scale food manufacturing business.

You will have an opportunity to network with other specialty food producers and connect with resources that are available to help you. You will walk away from this workshop with a good grounding in food business basics and a road map pointing you in the right direction!



Instructors:
Brian Norder
Product Development
Specialist, Northeast Center
for Food Entrepreneurship
(NECFE)
Susan Callahan
Marketing Specialist, NECFE
Cecilia Golnazarian, Ph.D.
Research Associate in Food

Program Topics

- What is an entrepreneur?
- Market Research & Selection
- Business Structure
- Product & Process Development
- Packaging and Labeling
- Pricing and Cost Analysis
- Promotional Material Package
- Product Introduction & Sales
- Food Safety & Sanitation

The Maine Gourmet and Specialty Food Producers Association is pleased to bring you this workshop in cooperation with the Maine Department of Agriculture, Food and Rural Resources. Technical support has been provided by Heart of Maine Resource Conservation & Development (RC&D), a USDA partnership program. USDA is an equal opportunity employer and service provider.

We want to hear from YOU!

The Maine Gourmet & Specialty Food Producers is an organization that is “dedicated to expanding the legacy of producing fine Maine foods by providing education and opportunities for profitable business growth.”

In order to promote networking and expand opportunities for farmers and food processors, we would like to hear from you! Please fill out the following questionnaire and send it in with your “Recipe to Market” registration. If you are not able to attend the workshop, we are still interested in hearing from you. Please send the questionnaire to

Heart of Maine RC&D
P.O. Box 370
Newport, Me. 04953

Name _____

Address _____

Phone _____

E-mail address: _____

Check all that apply to your business:

____ Farm ____ Food Processing
____ Retail ____ Wholesale
____ Farm Stand ____ Pick your own
____ Other _____

Please list crops/livestock that you raise:

Do you process any food products for retail or wholesale markets? Y/N If yes, please list products:

Would you be interested in opportunities to network and connect with farmers and food processors? Y/N

Would you be interested in workshops specifically related to: (check all that apply)
____ Food processing
____ Marketing
____ Business planning
____ Other: _____

Are you interested in (check all that apply)
____ Growing more of your crop?
____ Growing a new crop?
____ Connecting with food processors?
____ Learning more about processing your own food for retail/wholesale?
____ Other: _____

Would you like information on becoming a member of Maine Gourmet & Specialty Food Producers? Y/N